

The EA of the future and how you can be one

2017 EAN Melbourne Conference Program

Exploring where you can have the greatest influence and impact for the success of your business and your executive

11th Anniversary

of the Most Highly-Acclaimed Forum for EAs
and PAs in Australia

29 -30 November

Sofitel Melbourne on Collins

**A speaker line-up unlike any
seen before in Australia**

Program Highlights include

- 13** Senior Corporate Executives
- 12** Senior Corporate EAs and PAs
- 9** Influential Consultants,
Coaches & Trainers

Join Australia's leading EAs who will leave this event with tangible solutions to guarantee their career success



The EA of the Future – and how you can be one

Sofitel Melbourne on Collins /
Melbourne 2017

I really struggled to think of a way to sum up the EAN Conference, because there was so many great aspects so I thought I would sum my thoughts up with one statement; An awesome experience and essential professional development opportunity for any PA/EA!!!!

Emma Kable,
Housing Plus

Dear Colleague,

Bringing together a host of the most powerful and original speakers, thought leaders, corporate visionaries and business managers in Australia, this insightful, thought provoking and inspirational conference will show you how to not just survive the future, but grow in your role as a newly imagined and understood office management professional. A true partner in business with your executive. A powerful and effective manager of your executive's office.

Featuring a conference program and speaker line-up for EAs unlike any seen before in Australia, over two incredible days, immerse yourself in your career and personal development and enhance your skills, knowledge and competencies in ways you can't imagine, ensuring you can return to your office and join your executive in leading effective and efficient growth and management.

The EA role now extends far beyond the areas it has been traditionally known for. Your influence and impact now resides in your ability to manage executive energy, focus, mind-set and priorities. Are you ready for the challenge?

NATASHA CANNON
Joint Managing Director
Executive Assistant Network

13

Compelling Reasons to Attend

- Celebrate a role that is evolving with new purpose and meaning
- Identify the skills and knowledge needed to expand your role and your business influence in the coming years
- Move far beyond the task and duties based perceptions of your current role
- Learn how to best evolve your role in managing executive focus, energy and mind-set
- From the cornerstone of trust, to unified brand, identify the secrets to a great working partnership
- Connector, facilitator, unifier – your expanding role beyond the confines of the executive office
- Influencer, leader, promoter – why your expanding role also requires a less passive presence
- Protecting your executive from both self and others, your role as defender and guardian when needed
- Learn why rumours of your imminent extinction are not just premature but wrong
- Future proof your career with enhanced awareness and understanding of the attributes of your role that matter most
- Learn how to play a bigger game and take a lead within your own life and business
- Discover how your role and influence can make a difference within corporate culture & team dynamics, personal brand, persuasion and influence, networking, corporate innovation, project management and corporate strategy
- And finally... BE moved to unlock your full potential and be the person you truly want to be

Senior corporate and government executives

confirmed as participating at this event include:

Jerril Rechter

Chief Executive Officer, Victorian Health Promotion Foundation (VicHealth)

Dr Mark Hodge

Chief Executive Officer, DMTC

Andrew George

Chief Executive Officer, Society of Automotive Engineers - Australasia

Matt Davis

Chief Executive Officer, Salvos Stores

Jeremy Irvine MAICD

Chief Executive Officer, Australian Dental Prosthetists Association

Katrina Cheesewright

EA Team Manager, Melbourne, Ernst & Young

Cameron Sinclair

Chief Executive Officer, Road Trauma Support Services Victoria

Jo Mithen

Chief Executive Officer, Monash College

Clive Dwyer

Director, Engagement, Committee for Melbourne

Pat Groenhout

Managing Director, PF Olsen Australia

Deidre Blythe

Executive Director, Operations and Chief Financial Officer, Arts Centre Melbourne

Sandie de Wolf

Chief Executive Officer, Berry Street

Jonathan McIlroy

Executive Director- Education & Training, Executive Assistant Network

For program or registration enquiries

CALL 61 2 8402 5000 or VISIT ExecutiveAssistant.com

Senior EAs and PAs confirmed as participating at this event include:

Genevieve Daffy

Executive Assistant to the Honourable Justice Peter Kidd, Chief Judge of the County Court of Victoria

TJ Wong

Executive Assistant to Chief Executive Officer, Monash College

Carissa Elliot

Executive Assistant to the Chief Executive, VicRoads

Edwina Graham

Senior Executive Assistant and Director at Who's the Real Boss

Abilene Roscoe

Executive Assistant to the General Manager Operations, Victorian Managed Insurance Authority

Karissa Charlton

Executive Assistant to the Executive Dean, Swinburne University of Technology

Kaye Mercer

Executive Personal Assistant, Office of the Chief Executive Officer and Chairman, Orica Limited

Kathryn Moir

Executive Assistant to the Chief Executive, Australian Red Cross Blood Service

Teresa Lombardo

Executive Assistant to Director | Office Manager (Vic), Water Technology

Laura Sacchetta

Executive Assistant to Andrew Godfrey, Chief Operating Officer, Mercer (Pacific)

Jane Inall

Executive Officer to the Chief Executive Officer, Australia and New Zealand CRC for Spatial Information (CRCSI)

Shelby Oliver

Executive Assistant to Adrian Collette, Vice-Principal (Engagement), The University of Melbourne

Coaches, Trainers and Consultants confirmed as participating at this event include:

confirmed as participating at this event include:

Rowdy McLean

International Keynote Speaker

Nils Vesk

International Keynote Speaker

Liz Grant

International Keynote Speaker

Afterburner Australia

Unique - High Energy - Customised

Jane Anderson

International Keynote Speaker

Keith Abraham

International Keynote Speaker

Amanda Stevens

International Keynote Speaker

Amanda Breen

International Keynote Speaker

Robert Taylor

Corporate Accounts Manager, Executive Assistant Network

Platinum Sponsor



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AVESTAR PRODUCTIONS

Avestar Productions began their business in 2008, vowing to become a leader in the audiovisual industry. To accomplish this, they deliver superior audiovisual services, technology, and coordination. In addition, they know it is not enough to simply sell goods and services to their clients. Avestar Productions' team is as equally versed in customer service issues as it is in audiovisual services. To achieve this, they implement four key service oriented components: value, performance, reliability and innovation. This combination of customer service, audiovisual equipment and dedicated teamwork are the cornerstones on which Avestar Productions company was founded. Today, four decades later, those core values are what separate them from the rest of their industry.

SOFITEL MELBOURNE ON COLLINS

Located at the prestigious 'Paris end' of Collins Street, providing a central address surrounded by galleries, gardens, architectural masterpieces and the city's finest attractions. The hotel's luxurious rooms and suites begin from level 36 offering floor to ceiling views that stretch across the city skyline, bay and beyond. Each room is complemented by modern furnishings, high speed wireless or cable internet, executive desk and integrated 'touch' technology for ambient lighting modes. Complement your stay with the contemporary dining of No35 headed by Restaurant Chef, Martin Horsley. The restaurant offers contemporary artworks, breathtaking views and serves modern cuisine that's matched to hand selected wines. Alternatively, enjoy the cosmopolitan cocktails in The Atrium Bar On 35 or sumptuous high teas and social occasions in Sofi's Lounge on the first floor level. The perfect location for all of your event and function requirements in Melbourne.



The EA of the Future – and how you can be one

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Melbourne 2017

Program at a glance

Day 1

Wednesday 29th November

- 7.45am Registration Opens**
- 8.30am Chairperson's Day One Opening Remarks**
- 8.35am Celebrating the Role of the Executive Office Manager of the Future**
- 9.00am Keynote Address**
Play a Bigger Game - how to achieve more, be more, do more and have more than you ever thought possible
- 9.30am Executive Panel Discussion**
Examining a new paradigm – The EA's role in managing executive Energy, Focus and State of Mind
- 10.30am Morning Coffee**
- 11.00am EA & Executive Panel Discussion**
How far should you go in directing executive activities, relative to their priorities?
- 12.00pm Keynote Address**
Leading from behind – applying the 'Greatness Principle' to the role of EAs and PAs
- 12.45pm Lunch**
- 2.00pm Keynote Address**
Anthropology keynote: Playing a Bigger Game for cultural excellence – Creating an amazing culture – The critical elements of cultural dynamics
- 2.30pm Keynote Address**
How to Captivate – Managing the balance Between Your Personal Brand, Productivity and Influence
- 3.15pm Afternoon Tea**
- 3.45pm EA Panel Discussion & Workshop**
Protector, Guardian & Gatekeeper – deciding on the right hat for each occasion
- 4.45pm Keynote Address**
Don't just be the most connected person, be the best networked person
- 5.30pm Close of day one and cocktail reception**
- 7.00pm Gala Dinner**

Day 2

Thursday 30th November

- 8.25am Chairperson's Day Two Opening Remarks**
- 8.30am Keynote Address**
Flawless execution – learn what fighter pilots do to ensure they get it right 100% of the time
- 9.15am Keynote Address**
The Key to Really Connecting
- 10.00am Keynote Address**
Unthinkable – changing how we think at the executive level in order to achieve incredible success
- 10.45am Morning Coffee**
- 11.15am Executive Panel Discussion**
From trust to brand – what are the key elements of an amazing and strong partnership
- 12.15pm Lunch**
- 1.30pm Keynote Address**
Critical conversations keynote: Playing a bigger game through critical conversations - Creating conversations that matter
- 2.15pm Keynote Address**
Corporate Strategy and Project Management – are these the two most important business disciplines for EAs to master?
- 3.00pm Afternoon Tea**
- 3.30pm EA Panel Discussion & Workshop**
What does it take to future proof your career?
- 4.30pm Closing Keynote**
Explore your possibilities – and BE who you want to be
- 5.15pm Close of Conference**

Day 1 Nov 29th

7.45am Registration Opens

8.30am Chairperson's Day One Opening Remarks

8.35am Celebrating the Role of the Executive Office Manager of the Future

The role of the EA has been evolving for the past couple of decades, but it is about to hit its zenith, in a newly positioned, and newly understood way. Constant evaluation of the immense value EAs and PAs can bring to their executives is delivering understanding within organisations that was previously missing. In this session, we will set the framework for the 2 day congress and focus on:

- The EA as a true partner in business with their executive
- Managing the office of your executive
- What it means to enable your executive to function at their highest thought levels and modes of productivity
- Directing executive priorities to ensure they maintain peak focus and peak productivity
- Your enabling role as connector and facilitator and your protection role as guardian and even gatekeeper

Jonathan McIlroy, Executive Director-Education & Training, Executive Assistant Network

9.00am Keynote Address

Play a Bigger Game - how to achieve more, be more, do more and have more than you ever thought possible

Our lives are full of choices. Every day we are required to choose how we will act, respond, direct, do or be. You can choose to live an ordinary life, or one less ordinary, one that is remarkable. You can choose whether you want to live a normal life, by the ideas or rules of others, or rather, one where you chose to play a bigger game. In this sensational keynote address, one of Australia's most loved keynote speakers will show you how you can chose to live the life, both personal and corporate, that will guarantee your success and make you the kind of asset for your executive and business that they are really looking for.

Rowdy McLean

International Keynote Speaker

9.30am Executive Panel Discussion

Examining a new paradigm – The EA's role in managing executive Energy, Focus and State of Mind

Moving beyond the everyday tasks your role has been known for, the corporate world is waking to the idea that EAs do so much more, and that the myriad of intangible things you do every day add significant benefits to your executives and businesses that weren't previously understood. At a basic level, your role is to ensure your executive is as effective and productive as they can be. A part of that means you have to manage your executive's energy, focus and mind-set. In this panel our group of senior executives will examine what that means in reality and how it benefits them.

- A new understanding of what it takes to work in partnership alongside your executive
- Dealing with modern corporate life, a world of distractions, competing priorities and competing interests
- What it means to achieve focus, and peak mental flow, among the chaos
- Handling, redirecting or delaying the issues, enquiries or demands that aren't immediately pressing
- How the role of protector and guardian for the executive fits into this, including protection from self and others

Moderator

Robert Taylor, Corporate Accounts Manager, Executive Assistant Network

Jerril Rechter, Chief Executive Officer, Victorian Health Promotion Foundation (VicHealth)

Dr Mark Hodge, Chief Executive Officer, DMTC

Andrew George, Chief Executive Officer, Society of Automotive Engineers - Australasia

Matt Davis, Chief Executive Officer, Salvos Stores

Jeremy Irvine MAICD, Chief Executive Officer, Australian Dental Prosthetists Association

10.30am Morning Coffee

11.00am EA & Executive Panel Discussion

How far should you go in directing executive activities, relative to their priorities?

From reactive and directed, today's EAs need to be proactive and directing, directing executive focus and therefore priorities to ensure that the executive, and EA, are aligned and achieving what they need. But how far should this extend in managing the office of the executive and, by extension, directing the flow of information and access to the office and executive, as well as constantly evaluating ever changing priorities? How far should the relationship go in allowing the EA to take the primary role in directing 'what's next' for the executive to focus on?

- Trust and belief – why you can't manage priorities and focus without these
- Competing priorities and competing interests – how do you gain sufficient knowledge to make a judgement call?
- Everyday tasks and priorities that EAs should definitely direct
- Setting boundaries and knowing when to pass the call to the executive
- The art of delegating and redirecting – how to save both of your time from those enquiries, issues or interests that should make neither of your priority lists

Moderator

Robert Taylor, Consultant, Executive Assistant Academy

Genevieve Daffy, Executive Assistant to the Honourable Justice Peter Kidd, Chief Judge of the County Court of Victoria

TJ Wong, Executive Assistant to Chief Executive Officer, Monash College

Katrina Cheesewright, EA Team Manager, Melbourne, Ernst & Young

Cameron Sinclair, Chief Executive Officer, Road Trauma Support Services Victoria

12.00pm Keynote Address Leading from behind – applying the 'Greatness Principle' to the role of EAs and PAs

Many executives are great at leading from the front, but what is less well understood, is your role within your partnership in leading from behind. In accepting your role as protector and guardian at times, as advocate and promoter at others, you need to have the ability to create the support around your executive that can make a difference. You need to be the glue in the team sometimes, at others the agitator, or even the fly in the ointment. It's a tough role and one that you can't do entirely on your own. So you need to ensure that in supporting your executive, you also help to build the right support network around your partnership that can guarantee your success as a team.

Day 1 Nov 29th

- Understanding why no one ever became great and stayed great all by themselves
- The 'great 8' in support – what it takes to have a strong support network
- Examining how you can apply these simple support principles to your role as an EA
- Taking the 'Greatness Principle' to the next level and learning how to lead from behind
- How to make sure your executive stands strong in their life and work and doesn't lean on you for absolutely everything!

Liz Grant
International Keynote Speaker

12.45pm Lunch

2.00pm Keynote Address Anthropology keynote: Playing a Bigger Game for cultural excellence – Creating an amazing culture – The critical elements of cultural dynamics

Every organisation has a culture, whether they actively cultivate it or not. In the modern business era more and more companies are turning to ancient tribal cultures to understand how to develop sustainable success. Every successful culture is built on the back of 7 key aspects. This keynote explores these elements, what they mean and how to create them. An engaging keynote with insights into the most successful ancient cultures and their modern equivalents. Great cultures are about belonging, contributing and creating strong foundations for a successful future. This keynote delivers on all of these.

- The organisation does not own the culture, the employees or 'the tribe' does
- Everyone contributes to the culture no matter what
- Choosing to contribute to a culture that lifts people up, makes the culture better
- Great cultures make great workplaces
- EA's are in a position to observe the culture and thereby have a greater influence on it
- Why winning teams win

Rowdy McLean
International Keynote Speaker

2.30pm Keynote Address How to Captivate – Managing the balance between Your Personal Brand, Productivity and Influence

Your impact within your organisation and outside, your ability to influence and persuade others and, as a result, your ability to do what you will need to on behalf of your executive and the Executive's office, are all impacted by the way you communicate. At a minimum, your personal brand must be congruent with that of your executive. Over time, ideally, your partnership, and the office of the Executive that you both represent, should start to take on its own brand that not only has a strong reputation but stands out and has an impact.

- What makes your Personal Brand Captivating?
- Team Executive Office – what do you want that to look like so that it brings out the best in them and the team?
- Consistency? Reliability? Delivery? – What are you going to be known for in how you both work with others?
- The three secrets to Captivation that creates impact and helps with influencing and persuading others
- How to leverage your personal brand to gain influence with those stakeholders you liaise with outside your organisation?

Jane Anderson
International Keynote Speaker

3.15pm Afternoon Tea

3.45pm EA Panel Discussion & Workshop Protector, Guardian & Gatekeeper – deciding on the right hat for each occasion

In this fun and interactive panel session and workshop, our team of panel EAs, along with the audience, will investigate how the concepts of facilitator, conduit, unifier, and leader can sit alongside your sometimes being required to act as protector, guardian or even gatekeeper. From protecting the executive from self and others in helping to manage their energy, focus and priorities, the session will try and uncover ideas, tips and tools that you can use, alongside your Emotional Intelligence skills, to keep things running smoothly. Some of the issues we will look at include:

- How far have you had to go in protecting your executive from themselves?
- How to say no to (or block) persistent stakeholders, direct reports or other managers who don't understand your role in managing your executives priorities and focus
- How to train your executive to not undermine you by bypassing your procedures
- How to train your executives reports and colleagues of the benefits of going through you
- Modern office management styles may prefer the notion that EAs are a conduit, a facilitator, and enabler, but what do you do when you need to become that old fashioned Gatekeeper
- Finding the right balance between power and authority and not abusing your position

Moderator
Jonathan McIlroy, Executive Director – Education & Training, Executive Assistant Network

Carissa Elliot, Executive Assistant to the Chief Executive, VicRoads

Edwina Graham, Senior Executive Assistant and Director at Who's the Real Boss

Abilene Roscoe, Executive Assistant to the General Manager Operations, Victorian Managed Insurance Authority

Karissa Charlton, Executive Assistant to the Executive Dean, Swinburne University of Technology

Kaye Mercer, Executive Personal Assistant Office of the Chief Executive Officer and Chairman, Orica Limited

4.45pm Keynote Address Don't just be the most connected person, be the best networked person

EAs are expected to have the contacts and connections throughout their organisations and beyond its confines to not just know who is who, but actually be able to affect meaningful and useful exchanges with them. Your brand, interpersonal skills, EQ and so much more impact on this, but so too does your approach to networking and building meaningful networks. Networking isn't just about large social interactions, it happens everywhere, whenever we meet and interact with others. In this fun and high-energy session, just before our social aspects of the conference, one of the region's most notable experts in this field will help you focus on:

- Managing a strategic network
- Developing strong networks, both within your organisation and externally
- Leveraging your relationships for mutual gain
- Building your influence and a credible profile
- Building your confidence to enjoy networking

Jen Harwood
International Keynote Speaker

5.30pm Close of Day 1: Cocktail Reception Within Exhibition Area

7.00pm Gala Dinner

Day 2 Nov 30th

8.25am Chairperson's Day Two Opening Remarks

8.30am Keynote Address Flawless execution – Learn what fighter pilots do to ensure they get it right 100% of the time

Flying at twice the speed of sound into a combat zone or in aerial displays doesn't leave much room for error. Mistakes can literally be deadly. So what can EAs and PAs learn from ex-fighter pilots? Simple, in this high-energy presentation, you will be motivated to apply simple principles, every day, which can lead to your executing everything you do with precision and just a little bit of wow.

- Uncover a 4 step process used by fighter pilots to not just get things done, but keep doing things better each and every time
- Examine how their simple, iterative and scalable process can also be used to accelerate performance at every level in any organisation

Afterburner Australia
Unique - High Energy - Customised

9.15am Keynote Address The Key to Really Connecting

Understanding the psychology of influence can give you a competitive edge in every aspect of the workplace, particularly when it comes to building relationships. Your ability to connect, communicate and collaborate will determine your level of influence in all areas of an organisation.

Exploring the science of advocacy, this session outlines a formula for building better relationships, adapting your communication style to maximise outcomes and ensuring your ideas are 'marketed' in a way that inspires others to want to creatively collaborate with you.

In this session, you will learn:

- Why gender matters when it comes to communication styles
- The Tools of Titans – what high achievers and master persuaders understand that others don't
- The Power of Presence – how to disconnect to reconnect and avoid overload
- Why your success lies hidden in your daily routine and how to win through cumulative consistency
- Mood Matters – why how you say what you say is sometimes more important than your message
- How to leverage curiosity to learn, engage and inspire

Amanda Stevens
International Keynote Speaker

10.00am Keynote Address Unthinkable – Changing how we think at the executive level in order to achieve incredible success

We live in a rapidly evolving world, a world that needs its business leaders to be adaptive and open to changing how they think about business challenges, and who also have the ability to think differently to create the ground breaking ideas and effect positive change. Those working alongside and partnering with senior business leaders can be no different. Being able to unthink how things used to be done and rethinking how things need to be done in our evolving world are a must. In this session you will learn how to identify the habits and thinking that hamper your ability to contribute to game changing thinking & how to rewire your mind in order to accelerate your success from thinking the unthinkable.

- Breaking limiting habits and beliefs
- Creating original and valuable ideas
- Rewiring what you thought was possible
- Behavioural change

Nils Vesik
International Keynote Speaker

10.45am Morning Coffee

11.15am Executive Panel Discussion From trust to brand – what are the key elements of an amazing and strong partnership

'From reactive and directed, to proactive and managing', this is one of our mantras for the changes we have all witnessed in how EAs are now working with their executives. But to direct their office, to direct their priorities, to be their trusted counsel and advisor, needs more than just a new job description and way of working, it requires the formation of a trusted partnership between EA and Executive. What does that look like in reality? What are the key elements? In this session our senior executives will examine:

- The foundations of trust and a model for building trust more expediently
- Ambiguity and misinterpretation – one of the quickest destroyers of trust
- Consistent rules and approaches to dealing with reports and stakeholders – ensuring neither party is embarrassed by the actions of the other
- Loyalty – to both the executive and business. But can this become conflicted?
- Team Executive Office – in a true partnership, how do executives want their partnerships with their EA to be perceived by others?

Moderator
Robert Taylor, Corporate Accounts
Manager, Executive Assistant Network

Jo Mithen, Chief Executive Officer,
Monash College

Clive Dwyer, Director, Engagement,
Committee for Melbourne

Pat Groenhout, Managing Director, PF
Olsen Australia

Deidre Blythe, Executive Director,
Operations and Chief Financial Officer,
Arts Centre Melbourne

Sandie de Wolf, Chief Executive Officer,
Berry Street

Day 2 Nov 30th

12.15pm Lunch

1.30pm Keynote Address

Critical conversations keynote: Playing a bigger game through critical conversations - Creating conversations that matter

Conversations have created some of the greatest companies of our time. Elon Musk, Larry Page, Oprah Winfrey, Mark Zuckerberg, Steve Jobs, Ariana Huffington, Jeff Bezos have all had conversations that have led to creating companies that are icons of our time. History is also littered with the carcasses of great companies who failed to have those critical conversations. In any corporate role the ability to influence the critical conversations brings with it the ability to influence results and outcomes. In this keynote we explore the power of shaping critical conversations and the key aspects that we can control.

- We often look back at conversations and realise their impact. What if we could look forward and create an impact?
- How to set up critical conversations for success
- Starting strong - creating a platform that creates great conversations
- Taking critical conversations to a whole new level
- Removing the obstacles to influence
- Creating real change

Rowdy McLean
International Keynote Speaker

2.15pm Keynote Address Corporate Strategy and Project Management – are these the two most important business disciplines for EAs to master?

Businesses today are far more fluid than they ever were. Being adaptive and responsive means that corporate strategies evolve rather than being set in stone for years on end. And in some businesses, almost everything is run as a project, especially in the IT sector. Working alongside your executives, knowing what their priorities are, where they are focussing on and then doing what you can to take projects off their hands, or delegate these to others, you MUST have knowledge and skills in these two areas. Another of our mantras is that an EA 'needs to have the breadth of knowledge of a GM, albeit without the depth of knowledge'. When it comes to Corporate Strategy and Project Management, the greater the knowledge, skills and mastery you can have, the better.

- Getting a grounding of understanding and knowledge within these two areas that you can build on
- Identifying key approaches and styles in Corporate Strategy
- Why simple Project Management skills are useful in everything you do
- Learning to ask the right questions and understand the 'why' behind what your executives are doing

Amanda Breen
International Keynote Speaker

3.00pm Afternoon Tea

3.30pm EA Panel Discussion & Workshop What does it take to future proof your career?

From role rationalisation to factors like technological evolutions, outsourcing and offshoring, rumours of the imminent demise of a corporate need for EAs and PAs, at least in the context of how we understand the role today, have been growing for several years. But we believe those rumours are premature and exist due to organisations failing to understand how valuable EAs and PA are. In this session our panel of senior EAs and PAs will discuss what you can do to ensure that you and your colleagues are not just secure in your future, but actually have increased prominence and value within your organisations.

- Keeping up with your skill and knowledge requirements
- Staying ahead of industry trends and developments
- Taking control of your internal assessments and reviews
- Promoting your successes and achievements, including the more intangible ones
- Forming or supporting an internal EA and PA group to provide greater visibility for your role, provide support and share ideas

Moderator

Jonathan McIlroy, Executive Director – Education & Training, Executive Assistant Network

Kathryn Moir, Executive Assistant to the Chief Executive, Australian Red Cross Blood Service

Teresa Lombardo, Executive Assistant to Director | Office Manager (Vic), Water Technology

Laura Sacchetta, Executive Assistant to Andrew Godfrey, Chief Operating Officer, Mercer (Pacific)

Jane Inall, Executive Officer to the Chief Executive officer, Australia and New Zealand CRC for Spatial Information (CRCSI)

Shelby Oliver, Executive Assistant to Adrian Collette, Vice-Principal (Engagement), The University of Melbourne

4.30pm Closing Keynote

Explore your possibilities – and BE who you want to be

Many of us fail to unlock our potential or live fulfilled and happy lives because we are blocked by our own mental barriers. But we can all live lives filled with greater passion, love and joy if we can just break through those barriers and learn how to be the type of person we want to be. In this moving and inspirational keynote session, one of our standout speakers travels to Sydney for the first time with our conferences, so be prepared to challenge your own preconceptions and learn how to be the best version of you, realising your true potential in life.

- Discover what's important to you
- Pursue your passions
- Dream big, live bold – create our life to do list
- Create the momentum to make it happen

Keith Abraham,
International Keynote Speaker

5.15pm Close of Conference

For program or registration enquiries

CALL 61 2 8402 5000 or VISIT ExecutiveAssistant.com

Senior corporate and government executives confirmed as participating at this event include:



Jerril Rechter
Chief Executive Officer, Victorian Health Promotion Foundation (VicHealth)

Jerril has extensive leadership experience across government and not-for-profit sectors. A World Health Organization Advisor and Chair of the International Network of Health Promotion Foundations, Jerril is also a past and current member of numerous boards and committees in government and not-for-profit sectors. She regularly presents at state, national and international conferences and events to share her experiences in health promotion, leadership, and the potential of innovations to improve health and wellbeing for everyone.



Dr Mark Hodge
Chief Executive Officer, DMTC

Dr Mark Hodge has served as CEO of DMTC since June 2008, overseeing the organisation's early success and its transition to a sustainable industry capability partner under the 2016 Defence Industry Policy Statement. He has a passion for applied research and is an experienced leader who has worked in the defence and aerospace fields in Australia and the United States.



Andrew George
Chief Executive Officer, Society of Automotive Engineers – Australasia

Andrew originally trained as an engineer and gained more than 25 years of product development experience before accepting a role as a Chief Executive Officer. Also as a published author and passionate motorsports competitor, Andrew has invested a large portion of his career participating in and developing the effectiveness of teams. This has allowed an appreciation of the various key skillsets of team members, whether they be in supplying administrative, technical, or managerial inputs.



Matt Davis
Chief Executive Officer, Salvos Stores

Matt Davis is a highly skilled and respected leader and strategist, having held key roles in large organisations including Director at Aldi and General Manager at World Vision Australia. In 2016, Matt was appointed as CEO for Salvos Stores, a role that aligns his professional experience with his personal values.



Jeremy Irvine MAICD
Chief Executive Officer, Australian Dental Prosthetists Association

Commencing his career as an EA, Jeremy's spent 25 years working in and around politics as a political adviser, lobbyist, and CEO, with executive roles in Canberra, Melbourne, and New Zealand. With degrees in communications and politics, he speaks fluent spin doctor and now leads a national industry association. As CEO, Jeremy heads a team working in three states supporting members around Australia in providing professional development, advocacy and stakeholder engagement and member benefits.



Katrina Cheesewright
Executive Assistant Team Manager, Melbourne, Ernst & Young

Katrina Cheesewright has over 20 years' experience in senior administrative roles. Katrina provides leadership to EY's Executive Assistants to deliver premium support to EY's Partners and Directors. Katrina is passionate about improving engagement and career opportunities for Executive Assistants.



Jo Mithen
Chief Executive Officer, Monash College

Jo is a proud advocate of the power of an excellent education and the opportunities it provides. With more than 20 years experience spanning not-for-profit, education and services industries, Jo's success lies in her ability to inspire excellence, recognise market trends and affect change. Under her leadership, Monash College has weathered the dynamic international student market, tripled student enrolments and connected people with their education and career aspirations.



Clive Dwyer
Director, Engagement, Committee for Melbourne

Clive Dwyer has over 30 years' experience in strategy and business development for major government projects, destination management, project advocacy and complex stakeholder engagement. Clive joined the Committee in 2017 and is responsible for strengthening the Committee's membership, stakeholder engagement and supporting the Committee's thought leadership and advocacy work.



Pat Groenhout
Managing Director, PF Olsen Australia

Pat is an experienced forest industries executive and board member who has worked across the public and private sectors both domestically and internationally in his 25 year career. Since 2008 Pat has built PF Olsen Australia from a single employee business to Australia's largest professional forestry services company. That success has been driven largely from his focus on building a team and workplace culture focused on professionalism, client outcomes and a positive and rewarding working environment.



Deirdre Blythe
Executive Director, Operations and Chief Financial Officer, Arts Centre Melbourne

Deirdre leads our Operations team, which includes Finance, IT, Facilities Management, Food and Beverage and Infrastructure Planning and Management. Deirdre is also the Chief Finance and Accounting Officer (CFAO). She has held senior finance roles in Melbourne and overseas, including Executive Director Finance of Alfred Health and Chief Financial Officer of BUPA. She is also a member of Cancer Council Victoria's Finance, Risk Management, Audit and Compliance Committee



Sandie de Wolf AM
Chief Executive Officer, Berry Street

CEO of Berry Street since 1994, Sandie has always demonstrated a strong commitment to improving life opportunities for vulnerable children, young people, families and communities. She has been recognised for her outstanding leadership and contribution through many national and State awards, including an AM in 2009.



Cameron Sinclair
Chief Executive Officer, Road Trauma Support Services Victoria

Cameron has 20 years experience in senior leadership roles across the aged care and community sectors. Cameron is the CEO of Road Trauma Support Services Victoria, a community organisation supporting and educating people impacted by, and at risk of road trauma.



Jonathan McIlroy
Executive Director – Education & Training, Executive Assistant Network

Jonathan has over 17 years experience in senior management and executive positions and has worked in industries as diverse as banking and finance, education and training, events management and even politics before co founding Executive Assistant Network.

Coaches, Trainers and Consultants
confirmed as participating at this event include:



Rowdy McLean
International Keynote Speaker

A highly successful entrepreneur, business leader and adventurer, Rowdy retired at 34. Practical and down to earth, he has been described as Tony Robbins without the rah rah, Tim Ferris without the arrogance and Richard Branson without the island.



Afterburner Australia
Unique - High energy - Customised

Afterburner Australia conducts unique programs designed to enhance the performance of individuals, teams and organisations. They are action-packed, customised and delivered by some of Australia's most elite fighter pilots and military aviators.



Nils Vesik
International Keynote Speaker

Nils Vesik has been applying, teaching, and researching innovative thinking around the world for over 18 years. Nils helps people to re-think how they can operate in a time poor high pressure environment.



Liz Grant
International Keynote Speaker

With extensive experience and qualifications in consumer insight, marketing & finance, Liz believes that creating ongoing revenue is dependent on understanding and building trust with your target customers and stakeholders



Jane Anderson
International Keynote Speaker

Jane is an international communication expert. With over 15 years' experience in Lead Generation for trusted advisors, experts and thought leaders, she helps her clients to grow their businesses through LinkedIn.



Keith Abraham
International Keynote Speaker

Keith has become the world's premier thought leader on passionate performance and building passionate based cultures and has developed a client base of over 265 companies across 20 countries. He has written 3 Best Selling Books.



Amanda Breen
International Keynote Speaker

Amanda is a dynamic, high-energy speaker, motivator and coach. Through the use of neuroscience and positive psychology, she helps amplify the potential of leaders, teams and individuals; making people and organisations THRIVE.



Amanda Stevens
International Keynote Speaker

Amanda Stevens is a vibrant, energetic and humorous speaker and a renowned specialist in sales, marketing and customer service - with a twist. She incorporates powerful research, insights and data, infused with relationship anecdotes and current social commentary. The result is a unique perspective that packs a punch in content and takeaway strategies and also delivers serious entertainment value.



Robert Taylor
Corporate Accounts Manager, Executive Assistant Network

Robert has over 25 years' experience in sales, marketing, business management & training combined with owning & operating own business in the exhibition & events sector and holds tertiary qualifications in Economics, Marketing & Training. He has worked in a variety of roles for global corporations, SME's & training organizations in both Australia & overseas.

"The Congress & Exhibition allowed me to step out of my daily role and focus on expanding my knowledge and gaining tips on how I can work better with my Executive

Allison Lazarevic, RUD Chains

"I have attended a number of EA/PA Conferences over the last 15 years and this one was by far the most rewarding as it was run by People who understand exactly what an EA/PA role entails and what we require from a Conference around our careers.

Sally Ritchie, Department of Education and Training



Genevieve Daffy

Executive Assistant to the Honourable Justice Peter Kidd, Chief Judge of the County Court of Victoria

Genevieve has over 20 years' experience providing executive level support to senior public officials and business leaders. Genevieve has worked as the Executive Assistant to the Chief Judge of Victoria's County Court for the last three years, supporting him both in his role as head of Victoria's busiest trial court, and as a member of numerous boards.



TJ Wong

Executive Assistant to Chief Executive Officer, Monash College

Supporting leaders to succeed in a fast-paced dynamic environment is core to TJ's success. With degrees in marketing, management and eCommerce, TJ most recently has been working with Monash College CEO and executive team to support the company emerge as the leading international student education provider in Australia and triple student numbers within four years.



Carissa Elliot

Executive Assistant to the Chief Executive, VicRoads

Carissa is a highly professional administrator with 26 years' experience in a range of senior administrative management, corporate governance and executive assistant roles across the private and public sectors. She is currently the Executive Assistant to the Chief Executive of VicRoads.



Edwina Graham

Senior Executive Assistant and Director at Who's the Real Boss

With 15 years' experience in administration and support roles, Edwina works as a senior Executive Assistant for a leading retail organisation in Australia. With a love of writing and an interest in mentoring and training EAs, she has combined her two passions with a blog designed to help and support EAs and administration professionals alike.



Abilene Roscoe

Executive Assistant to the General Manager Operations, Victorian Managed Insurance Authority

Abilene started her career in the Department of Premier and Cabinet in 1996 as Executive Assistant/Office Manager to the Executive Director of the Multicultural Affairs Unit. Her subsequent roles include EA to the CEO of Dairy Food Safety Victoria, EA to the Chief Operating Officer and Chief Medical Adviser at the Heart Foundation, EA to former State Ministers of Victoria.



Karissa Charlton

Executive Assistant to the Executive Dean, Faculty of Business and Law, Swinburne University of Technology

Karissa is a skilled Executive Assistant with extensive experience in the Higher Education Sector. In her 6 years at Swinburne University she has supported several executives across a range of portfolios. She previously worked as a Real Estate Property Manager, and as a Personal Assistant at a marketing and events management company in the music industry.



Kaye Mercer

Executive Personal Assistant, Office of the Chief Executive Officer and Chairman, Orica Limited

In her 23 years of supporting Executives and Boards, Kaye has extensive experience in providing high level and proactive support in diverse and high pressure environments. She has held senior administrative and executive support positions in the UK, UAE, Singapore and Australia, providing her with an international perspective that is invaluable in relating to executives and leadership teams across Orica's global network.



Kathryn Moir

Executive Assistant to the Chief Executive, Australian Red Cross Blood Service

Kathryn is an experienced EA and is passionate about the role and the value it contributes to an organisation. Kathryn has worked in private and government organisations with a focus on education and health. Before becoming an EA she completed a Bachelor of Education, taught overseas, and managed small businesses.



Teresa Lombardo

Executive Assistant to Director | Office Manager (Vic), Water Technology

Teresa is an accomplished EA with extensive experience having partnered with Executives and Boards for more than 12 years. Her ability to excel in periods of organisational challenge and transformation saw her awarded the 2012 Office Professional of the Year. She is currently studying her Master's in Business Administration.



Laura Sacchetta

Executive Assistant to Andrew Godfrey, Chief Operating Officer, Mercer (Pacific)

Laura has 10 years' experience as an EA working with successful leaders within Mercer, a global company. She enjoys the diverse range of work that comes with being an EA and the challenges of managing a Senior Leader. In 2015, Laura had a year off as she became a first time mother. She returned to her EA role and successfully manages her career part-time. Laura hopes to share her experience with other EA's, that they too can successfully manage a career and motherhood.



Jane Inall

Executive Officer to the Chief Executive Officer, Australia and New Zealand CRC for Spatial Information (CRCSI)

Jane has a strong background in administration, event and project management. She brings a wealth of experience from industry and the not-for-profit sector to the unique collaborative environment that is the CRC for Spatial Information (CRCSI).



Shelby Oliver

Executive Assistant to Adrian Collette, Vice-Principal (Engagement), The University of Melbourne

Shelby has over ten years' experience supporting senior executives in higher education. With degrees in Architecture, Journalism and English Literature, she brings a uniquely creative perspective to her role assisting the Vice-Principal (Engagement) at The University of Melbourne. When not working, Shelby enjoys pursuing her other passions – fashion illustration and shoes.



The EA of the Future – and how you can be one

Sofitel Melbourne on Collins /
Melbourne 2017

Dinner & Networking drinks

*More than Just a Conference
A Networking Imperative!*



Our biggest
ever Melbourne
Congress

EAN Exhibition Melbourne

*The only Expo Designed purely for
Senior EAs and PAs*

Even if you can't attend the full conference, come along and experience the Exhibition with Suppliers Who Care About You And What You Do! Held alongside the #1 conference for EAs and PAs in Australia, this is the Exhibition to visit if you want to save time and meet a range of suppliers in one location at one time, all of whom have products or services targeted at the needs of EAs and their companies. It's a key aspect of your job, so why not do it the convenient way!

Attendance at this extremely beneficial industry event is FREE so tell all your colleagues and friends to join us at the only targeted supplier showcase in town.

29-30 November 2017

Wednesday 10.00am-5.30pm
Thursday 10.30am-3.30pm

*Our 2017 exhibition will feature over 50 amazing
businesses with services and products as diverse as:*

Accommodation (Hotels & Apartments), Event Venues, Team Building, Corporate Gifting, Training Venues, Recruitment, Convention & Visitors Bureaus, Gift Companies, Venue Finding Services, Travel, Transport, Event Organisation, Corporate & Event Catering, Corporate Photography, Audio Visuals, Office Consumables and Stationery, Corporate Entertainment, Office and Business Technology and much, much more.

Cocktail reception to be held in the Expo area with the Gala Dinner to follow on the Wednesday Evening

- All delegates at the 2017 Annual Congress are invited to join us for an astonishing evening at our Gala Dinner!
- Enjoy Amazing Entertainment at the iconic Sofitel Melbourne on Collins
- Held within one of Melbourne's finest venues with great food, fine wines, amazing company and a stellar show are all the ingredients we deem necessary to help ensure relaxation ahead of a second great day in the conference
- Networking is Easy and Effortless!
- Attendance at the dinner is included within the registration fee for each delegate and additional guests can attend at a cost of \$150 inc GST

FOR MORE INFORMATION,
OR TO PRE-REGISTER
FOR THESE EVENTS VISIT :
EXECUTIVEASSISTANT.COM

Melbourne 2017 Congress Registration Form

Sofitel Melbourne on Collins 29-30 November 2017

SECTION A - DELEGATE

Surname Title Given Name

Organisation

Position

Organisation Address

Suburb State Country Postcode

Telephone () Facsimile ()

Email

(required for your emailed confirmation details)

Dietary Requirements

(this is not dietary preferences but specific food allergies or vegetarian / vegan)

I have no special dietary requirements

SECTION B - REGISTRATION FEES

	By Friday	3 Nov 2017	After Friday	3 Nov 2017	Payment
EAN Member	A\$1,295 + GST (\$1,424.50)	A\$1,695 + GST (\$1,864.50)			\$
Non-Member	A\$1,695 + GST (\$1,864.50)	A\$2,095 + GST (\$2,304.50)			\$

The Member rate is only available to those registrants who are Full Members of the Executive Assistant Network at the time of registration. This excludes Associate Members.

SECTION C - SOCIAL EVENTS

Date	Event	Cost	No. of tickets	Payment	Yes <input type="checkbox"/>	No <input type="checkbox"/>
29 Nov	Gala Dinner - Full Delegate	N/A	Please tick box if you will / won't be attending			
	- Guest Ticket	A\$150.00				

SECTION D - TOTAL PAYMENT

Payment Section B	Registration Fees	\$
Payment Section C	Social Events	\$
TOTAL PAYMENT		\$

FORMS OF PAYMENT

All cheques and bank drafts must be in Australian Dollars & drawn on an Australian Bank.

CHEQUE

Please make cheques payable to "Calcon Communications Pty Ltd T/A Executive Assistant Network" and post to:

Executive Assistant Network
 PO Box 628
 Avalon NSW 2107
 Australia

EFT

Please direct deposit funds to: Bank Australia and New Zealand Bank
 BSB 012 222
 Account No. 4835 35447

Please insert your name as the reference on any EFT payments
 Please forward a Remittance Advice when using this form of payment to team@ExecutiveAssistant.com

CREDIT CARD

MasterCard Visa American Express

(Note - Diners is NOT accepted)

Cardholders Name Expiry Date /

Card Number
 Security Code
 Signature Date

Terms and Conditions

Your place is automatically reserved once your booking is received. Payment is required to confirm your booking. You will be sent a tax invoice within 5 working days of your registration permitting you 7 days to forward payment to Executive Assistant Network. If payment is not made at the time of booking, to receive the Early Bird rate a booking must be received by close of business on 3 Nov 2017 and payment received within 7 days of issuance of an invoice. In the event of the Congress booking out, we will not be able to reserve places outside of the 7 day invoice payment period.

Program Changes

Executive Assistant Network reserves the right to alter or change the program from that advertised at any time.

Cancellation Policy

If you are unable to attend, a substitute delegate will be accepted at no additional cost. Alternatively, a full refund, less a \$250 plus GST administration fee, will be made for cancellations received by Executive Assistant Network in writing (letter, fax, email) by close of business on the 3 Nov 2017. Regrettably no refunds can be made after this date. In the event that Executive Assistant Network has to cancel this conference for any reason, a full refund will be payable.

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I agree to the terms and conditions

Signature